



Better **BRODHEAD**[®]

OUR TOWN, THEIR FUTURE

2021/2022
Annual
Report

Prepared By

Kathleen Comeau
Program Director

ABOUT BETTER BRODHEAD

Introduction

Better Brodhead is a coalition focusing on prevention by using a data-driven approach to address the local conditions that put people at risk for substance use and abuse. Focusing on prevention, Better Brodhead implements activities that are intended to prevent or reduce the risk of developing a substance use disorder.



History

In 2012, a community readiness assessment conducted by the Sexual Assault Recovery Program revealed a higher prevalence of sexual assaults in Brodhead than in Monroe, the county seat. Presentations on these findings to community groups in Brodhead were the catalyst in forming a community task force in 2013. The task force was led by a local pastor and comprised of leaders from schools, faith, businesses, law enforcement, and parents.

The Task Force focused on developing the vision of a Brodhead community where everyone is valued and safe. The mission became: *To promote healthy relationships by reducing interpersonal violence.*

In 2014, the Task Force became Better Brodhead and partnered with Janesville Mobilizing 4 Change, a Drug-Free Community Coalition, through a Mentoring grant award. A Project Coordinator was assigned to Better Brodhead who facilitated the development of the organizational structure and community readiness assessment.

As Better Brodhead evolved as a coalition, there was recognition of the correlation between substance use and interpersonal violence and the need to work in collaboration with a variety of community partners. This led to revising the mission statement in 2015 to: *Better Brodhead engages and supports the community to reduce bullying, dating violence, and youth substance use.* Better Brodhead won a regional contest for graphic design, which was used to create the Better Brodhead logo. The coalition worked together to create the tagline under the logo: *Our Town, Their Future.*

Better Brodhead went on to develop bylaws, create a coalition board, and broaden its involvement to include twelve community sectors. In 2016, Better Brodhead applied for and was awarded the Drug-Free Community grant, becoming its own community coalition.

OUR TEAM

2021/2022 Board of Directors & Staff

Board Members- Executive Committee

Chairperson	Chief Chris Hughes
Vice Chair	Julie Taylor
Treasurer	Stephanie Pinnow

Board Members At Large

Jason Onken-Covert
Susam Pomatto
Jess Marass
Kaiden Chojnacki

Staff

Program Director	Kathleen Comeau
Community Service Coordinator	Jen Wichita
Bilingual Community Service Coordinator	Kristia Santiago
Media Coordinator	Alexis Speth

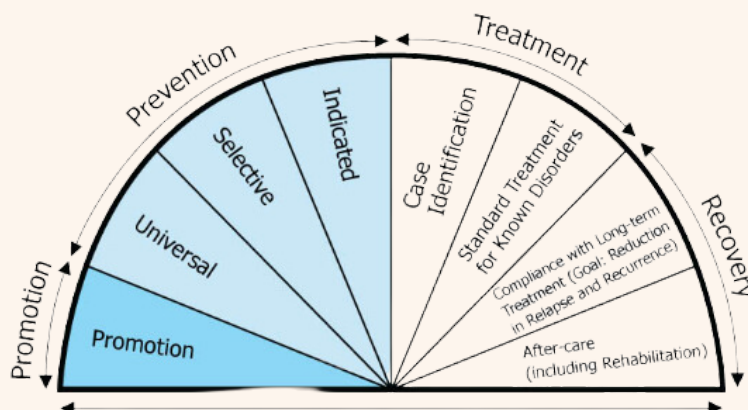
OUR APPROACH



Better Brodhead is a community coalition made up of at least 12 sectors of the community. This diversity is the strength of the coalition. It allows for discussions that consider the perspectives of many in order to develop solutions that are unique to the local conditions.

Using the behavioral health model, Better Brodhead's activities focus on the areas of Prevention including Universal, Selective, and Indicated.

- Universal prevention activities include media campaigns and information tables
- Selective activities include those activities that focus on a selected population
- Indicated prevention activities focus on groups or individuals that are showing signs of using substances.



STRATEGIC PREVENTION FRAMEWORK

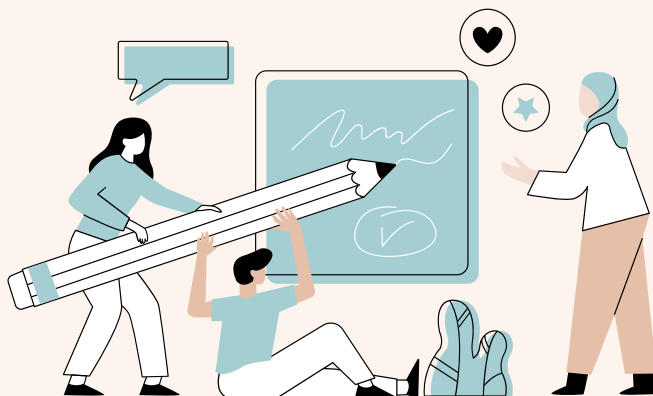


The Strategic Prevention Framework (SPF) uses a five-step process to comprehensively address substance use and misuse and related behavioral health problems affecting communities.

Using the SPF process, Better Brodhead can take a complex behavioral health problem and identify unique community factors that contribute to or influence substance misuse.

Assessment: Data is collected across the community through surveys, focus groups, and interviews. Public data is collected from local and state agencies. The coalition compiles and analyzes the data to determine the strategic direction.

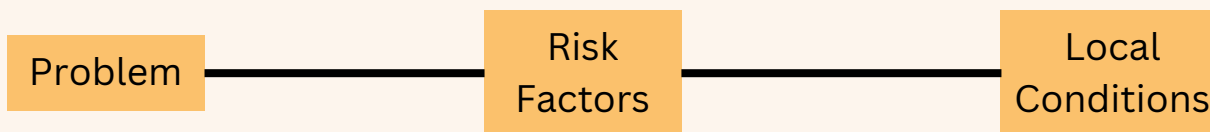
Capacity: The coalition, in collaboration with other agencies, gathers the resources needed to address the concerns.



Planning: Once problems are identified, the coalition decides what problems to focus on by looking at trend data, the scope of the problem, and the degree of health risks from the problem.

STRATEGIC PREVENTION FRAMEWORK

Better Brodhead uses logic models to drill down the problems into risk factors and the unique conditions in the community that are contributing to the problem. As new problems are identified or emerge, the logic models are revised to reflect the local conditions. Strategic plans consist of the seven strategies of change that are created to address each local condition.



Implementation:

Better Brodhead uses seven strategies of behavioral change to effectively address the local conditions that contribute to substance use and abuse.

The first three strategies focus on individual needs and include media campaigns, educational presentations, training, support groups, and collaboration. These activities are meant to raise awareness, inform, and educate.

The last four strategies are environmentally focused and include things such as increasing access, recognition, decreasing advertising, and promoting changes to ordinances or policies.

- 1 Provide Information
- 2 Build Skills
- 3 Provide Support
- 4 Reduce Barriers
- 5 Change Consequences
- 6 Environmental Design
- 7 Change Policies/Rules

Evaluation:

Better Brodhead collects output data from every activity it implements. Every two years, data on community perceptions and behaviors are collected to measure positive change or identify areas that need to be improved. An analysis of output, perceptions, and youth risk reporting data is compared over time to determine the impact prevention efforts have on the local conditions.

Cultural Competency:

Throughout the Strategic Prevention Framework, Better Brodhead strives to address those barriers that limit access to support for marginalized populations.

FUNDING

During 2021/2022 Better Brodhead had a number of funding sources that addressed substance use prevention. Each grant focused on different populations, substances, and/or risk factors.

Better Brodhead receives local, regional, state, and federal funding to implement projects focused on prevention in Brodhead and across Green County. The Better Brodhead Board of Directors serves to oversee the projects and to guide the strategic direction of the coalition.

Better Brodhead's grant awards are managed by its fiscal agent, Southwestern WI Community Action Program, Inc. (SWCAP). At the end of the fiscal year, Better Brodhead had four staff who are considered employees of SWCAP. The Program Director oversees the implementation of all the grants and reports on their progress to the Better Brodhead Board of Directors and Funders. The other staff members are each responsible for implementing specific grants.

Grant Funding

		Funding Source	Area of focus
DFC	\$159,642	Federal -CDC	Brodhead School District
STOP Act	\$59,147	Federal-SAMHSA	LGBTQ+ youth and young adults in Green County
CARA	\$50,000	Federal-CDC	Hispanic youth 12yrs-18yrs in Green County
SOR	\$10,790	State	Green County
AWY	\$3,000	Regional	Coalition capacity building
United Way	\$2,500	County	6th grade youth Green County
CADCA	\$4,000	National	Healthcare providers Green County

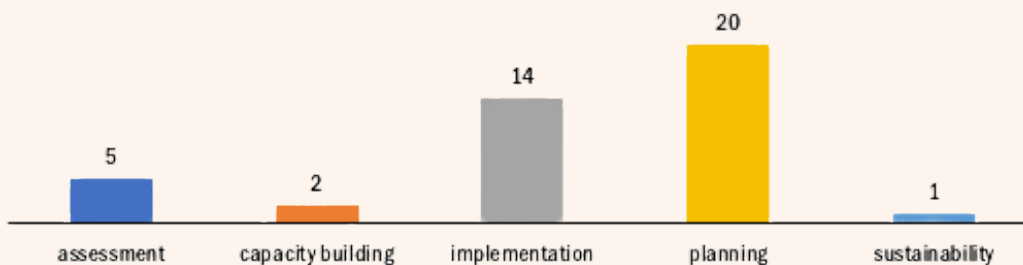
DRUG FREE COMMUNITY (DFC)



The Drug-Free Communities (DFC) Support Program is focused on preventing and reducing substance abuse among youth. Created in 1997 by the Drug-Free Communities Act, it is directed by the White House Office of National Drug Control Policy (ONDCP).

The grant was administered by the Substance Abuse Mental Health Services Administration (SAMHSA) through Sept 2020. The administration of the DFC grant transitioned to the Center of Disease Control and Prevention (CDC) in Oct 2020. The goals of the DFC grant continue to be: (1) Strengthen collaboration between local agencies to address substance use. (2) Reduce youth substance use. Better Brodhead has received DFC funding since 2016 to address youth alcohol use, marijuana use, and prescription drug misuse. The 2021/2022 grant year marked year seven in a 10-year funding award.

Parts of the Strategic Prevention Plan that the coalition was involved in during the 2021/22 grant year

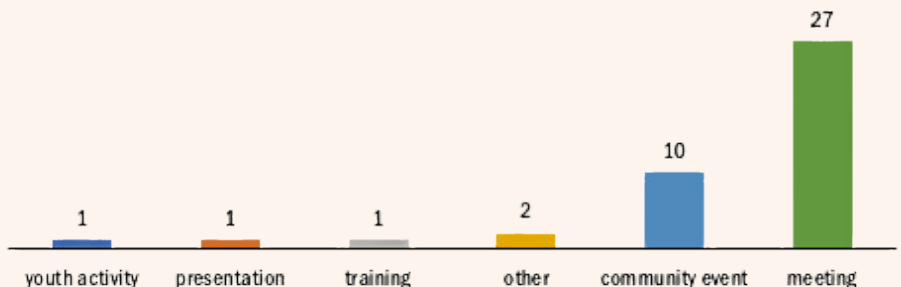


The assessment activities included an environmental scan of the Sugar River and an environmental scan at the Covered Bridge Days. The capacity activities involved the coalition board working through prevention modules.

Planning activities involved multiple meetings with coalition members and collaborative partners before implementing activities. There was one sustainability meeting to discuss the schools' willingness to include the SAFE Club as an official school club.

Activities implemented under the DFC grant in 2021/22 reached 854 people in the Brodhead School District area. These activities included Family Game Night, Reality Maze, Narcan training, presentations, Trunk or Treat, information tables at community events, and an open gym night at the high school.

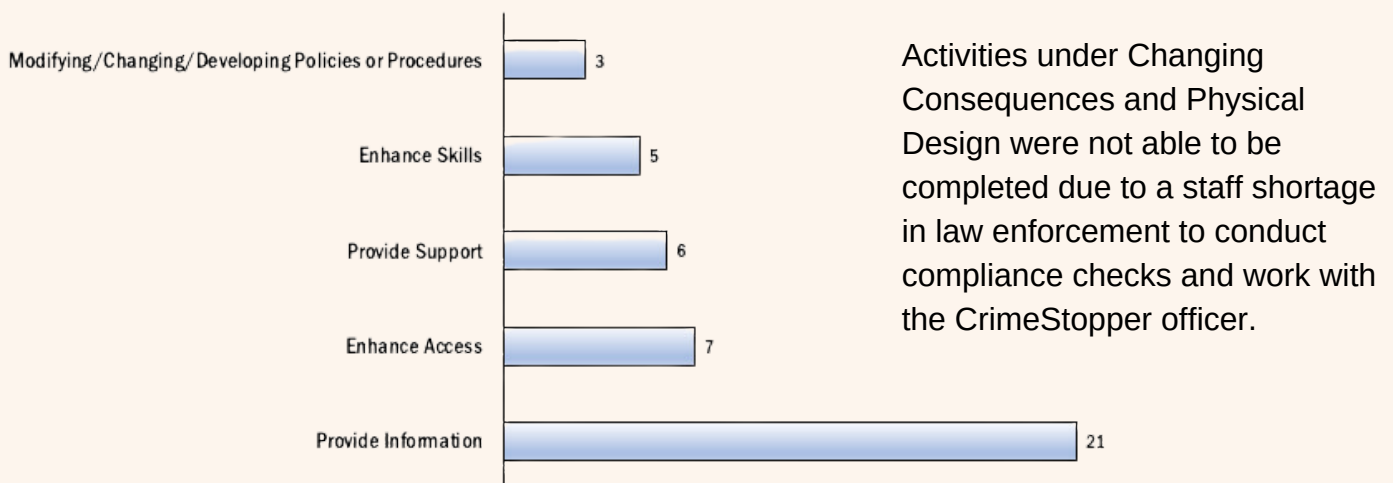
The types of activities that were implemented during the 2021/22 grant year



DRUG FREE COMMUNITY (DFC)

The first in-person reality maze since the pandemic ended was held with 8th-grade students in Spring 2022. The reality maze involves each student working through a risk-taking scenario and meeting with real professionals who deal with the negative consequences. Planning meetings were held with law enforcement, judges, and other professionals to make the scenarios realistic and manageable in preparation for this event. The event reached 22 adults and 69 8th-grade youth. Feedback was positive, and suggestions were included which offered this activity countywide to other school districts.

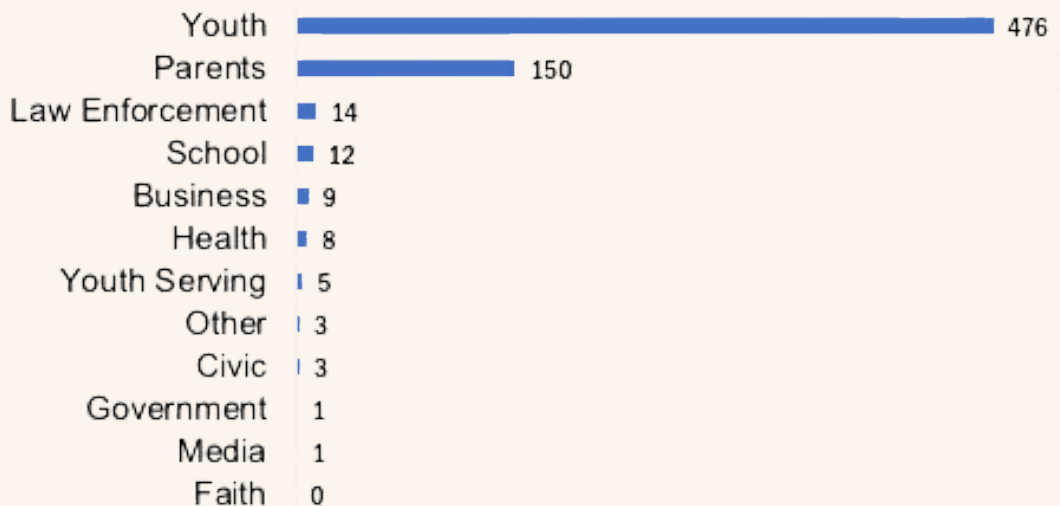
Not all Strategies were implemented in 2021/22



The Sugar River task force meeting was postponed due to the pandemic, so working with the Department of Natural Resources (DNR) to increase visibility to remote areas on the river has not been completed yet.

More youth and parents were reached through DFC activities than other community sectors.

The Sector and number of people reached through DFC activities



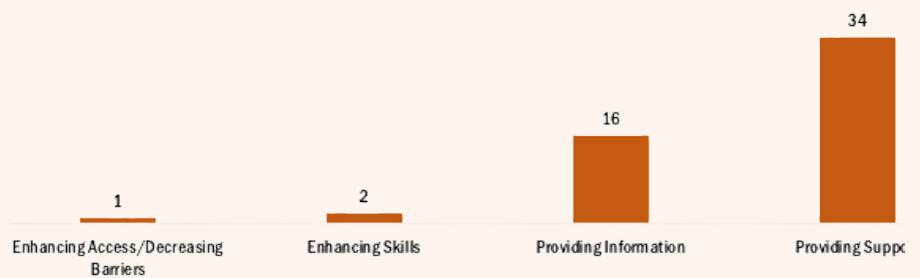
SOBER TRUTH ON PREVENTING UNDERAGE DRINKING (STOP ACT)

The purpose of the STOP Act program is to prevent and reduce alcohol use among youth and young adults ages 12-20. The program builds on strategic plans that were developed under a Drug-Free Communities (DFC) award. This enhancement grant was used to expand Better Brodhead prevention efforts to all of Green County by focusing on the LGBTQ+ youth population and the environmental conditions that put this population at risk for alcohol use.

The STOP Act grant runs from April 30-April 29. This report follows the DFC fiscal year of Oct - Sept, so only covers a portion of Years two & three of this grant. During this time period, the only portions of the Strategic Prevention Framework that were applied were planning and implementation. There were 30 activities categorized as planning and 23 activities categorized as implementation. There were no assessment, capacity, or evaluation activities during this time period.

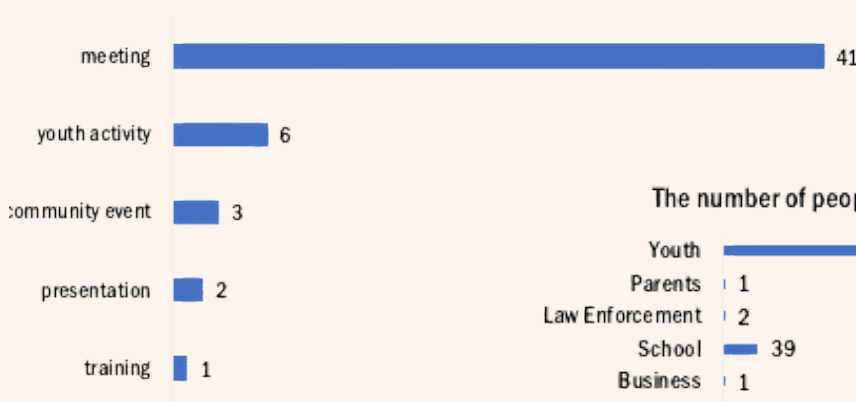
Most of the activities completed were categorized as providing support. These activities included providing materials for Gender Sexuality Alliance (GSA) meetings and activities and helping to establish a new Green County LGBTQ+ group for adults and parents of LGBTQ+ youth.

Four out of Seven of the Strategies for Change were implemented



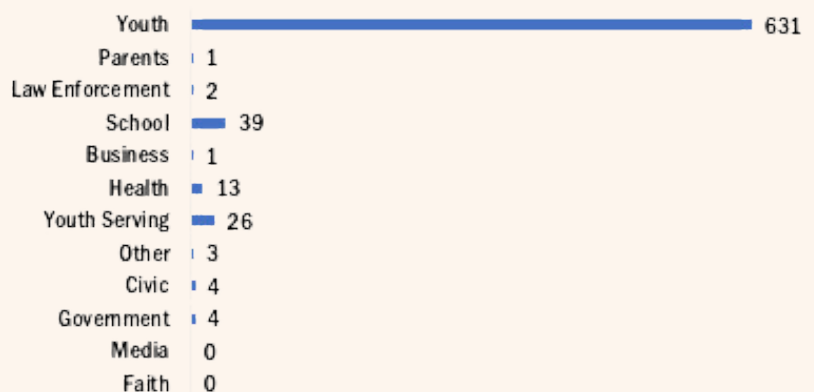
The majority of the activities were categorized as meetings. Overall, the activities implemented through the STOP Act grant reached 909 individuals across Green County.

The types of activities that were conducted under the STOP Act grant



Most of the youth involved in activities were members of the Monroe GSA (Gender-Sexuality Alliance).

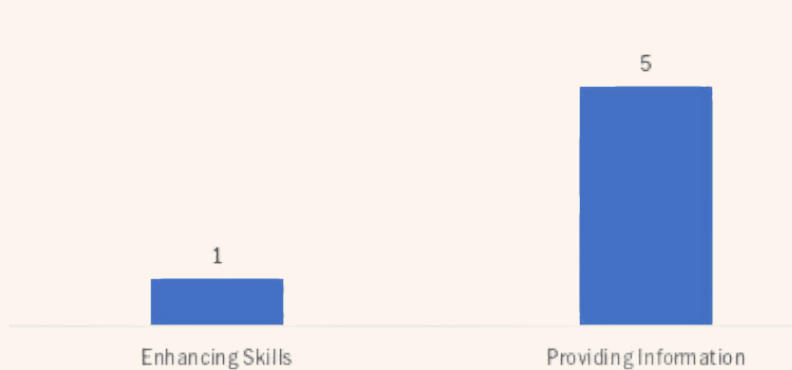
The number of people reached through the STOP Act grant



COMPREHENSIVE ADDICTION AND RECOVERY Act (CARA)

The purpose of this program is to enhance the efforts of DFC Community recipients to prevent opioid and/or prescription drug use among youth ages 12-18. This program also seeks to change the culture and context regarding the acceptability of youth use and misuse of these substances. Based on the Youth Risk Behavior Survey results in 2019, Hispanic high school students report substantially more misuse of prescription drugs, heroin, and methamphetamine use than their white peers. Therefore, this CARA funding is focused on addressing those factors that put Hispanic youth at risk for prescription drug misuse.

Strategies used during Year 1 of the CARA grant

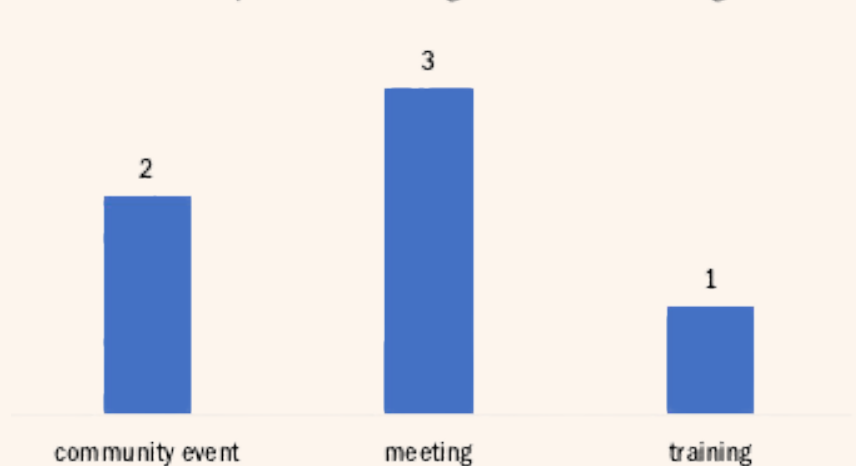


During the first year of the CARA grant, prevention information was translated into Spanish and delivered to locations around the county frequented by the Hispanic population, including cheese factories, dairy farms, and a local Mexican grocery store.

Through the activities implemented, 119 adults and 15 youth were reached in Green County.

A virtual Implicit Bias training was held that was attended by 56 professionals.

Activities implemented during Year 1 of the CARA grant

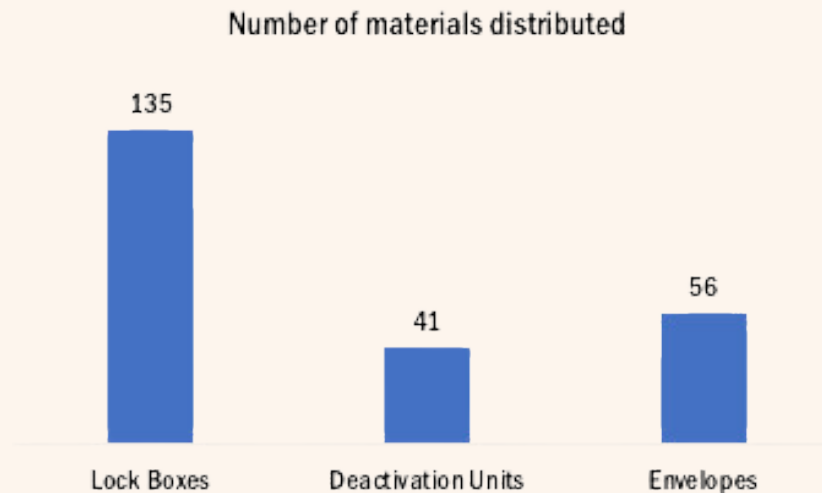


Staff turnover in Spring/Summer of 2022 caused a delay in implementing activities as the new staff was being trained.

STATE OPIOID RESPONSE (SOR) GRANT

The Wisconsin Department of Health Services (DHS) Division of Care and Treatment Services (DCTS) receives a State Opioid Response (SOR) grant from the Substance Abuse and Mental Health Services Administration (SAMHSA).

DCTS provides funding to coalitions through the Alliance for Wisconsin Youth Regional Centers. This funding aims to provide local coalitions with resources to implement specific strategies to reduce the availability of and access to opioids for non-medical purposes.



There were four Medication Take Back events in collaboration with law enforcement, which collected 395 lbs of unwanted medication. Medication lock boxes were distributed through six police stations, libraries, and Green County Public Health Department. In addition, deactivation units and medication lock boxes were distributed at several Narcan Trainings. There were 286 informational flyers, brochures, and rack cards distributed on prescription drug safe use and disposal at Narcan Trainings and information booths at community events.

ALLIANCE FOR WISCONSIN YOUTH (AWY)

Alliance for Wisconsin Youth (AWY) is a program of the Wisconsin Department of Health Services/Bureau of Prevention, Treatment, and Recovery. AWY, in conjunction with local and national partners and through its network of state AWY member coalitions, provides leadership, coordination, and communication to its members and the primary prevention field. Recognizing that substance misuse is a result of a wide range of factors, AWY Coalition Members are encouraged to reduce substance misuse utilizing the Strategic Prevention Framework. AWY provides training incentives for coalitions to engage in training opportunities for the purpose of supporting local coalitions to build their capacity and reduce substance misuse. Coalitions must be a member of the AWY in order to qualify for incentivized training.

Northeastern WI Area Health Education Center (NEWAHEC) serves as the Northeastern and Southern AWY Regional Prevention Centers. Two Better Brodhead staff members attended the four-day Substance Use Prevention Skills Training (SUPST) hosted by NEWAHEC as part of their new staff orientation training on prevention services.

Better Brodhead board members and staff met monthly to complete five modules on building coalition capacity. As a result of completing these modules, a new Media Coordinator position was developed to promote the work of the coalition.

UNITED WAY

United Way awarded Better Brodhead funding to help implement the Dating Matters program in participating schools. Dating Matters is a comprehensive teen dating violence prevention evidenced-based program from the CDC, that focuses on 11- to 14-year-olds. It aims to promote healthy relationship behaviors and prevent teen dating violence before it starts. Middle Schools that participated in Dating Matters reported lower levels of bullying, cyberbullying, physical violence, carrying weapons, reduced alcohol and substance use, delinquency, sexual violence, and harassment. (National Center for Injury Prevention and Control). Dating Matters includes prevention strategies for individuals, peers, families, schools, and neighborhoods. A large component of Dating Matters programs are sessions for students in the 6th, 7th, and 8th grade, as well as sessions for parents of middle school students. Dating Matters for Educators provides teachers and other school personnel with knowledge about dating violence and strategies and resources they can implement in schools.

As a new program in Green County, Better Brodhead proposes to begin by implementing the 6th-grade programs for students in Green County Middle Schools and offering the parenting program to their parents. Educators for 6th grade and counselors will have the opportunity to access training modules online.

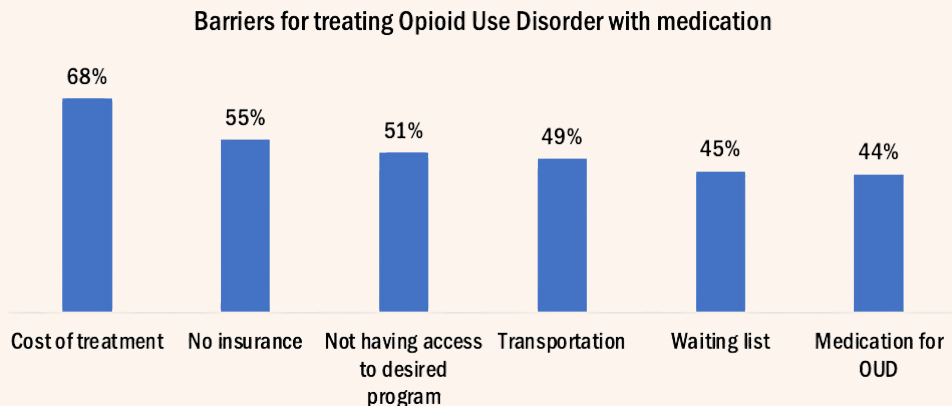
Dating Matters was implemented in seven sessions at Juda Middle School in 6th grade. The 6th-grade lessons were compiled into a tool kit that included PowerPoint presentations, student activities, anchor charts, and a facilitator's guide for the instructor. These toolkits were distributed to each school district in Green County.

COMMUNITY ANTI DRUG COALITIONS OF AMERICA (CADCA)

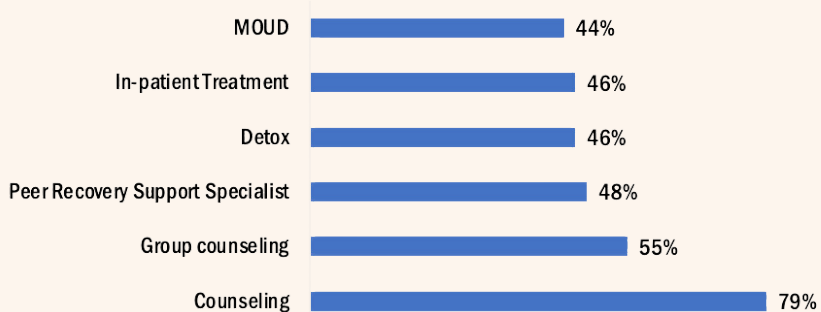
The mission of CADCA is to strengthen the capacity of community coalitions to create and maintain safe, healthy, and drug-free communities globally. This is accomplished by providing technical assistance and training, public policy advocacy, media strategies and marketing programs, training, and special events.

CADCA invited Better Brodhead to participate in a pilot program to explore how community coalitions can work with healthcare providers to increase the use of Medication for Opioid Use Disorder (MOUD).

Initially, a survey was conducted to determine what the barriers are to MOUD treatment. There were 96 professionals who responded to the survey.



Only 44% of respondents felt that MOUD was effective



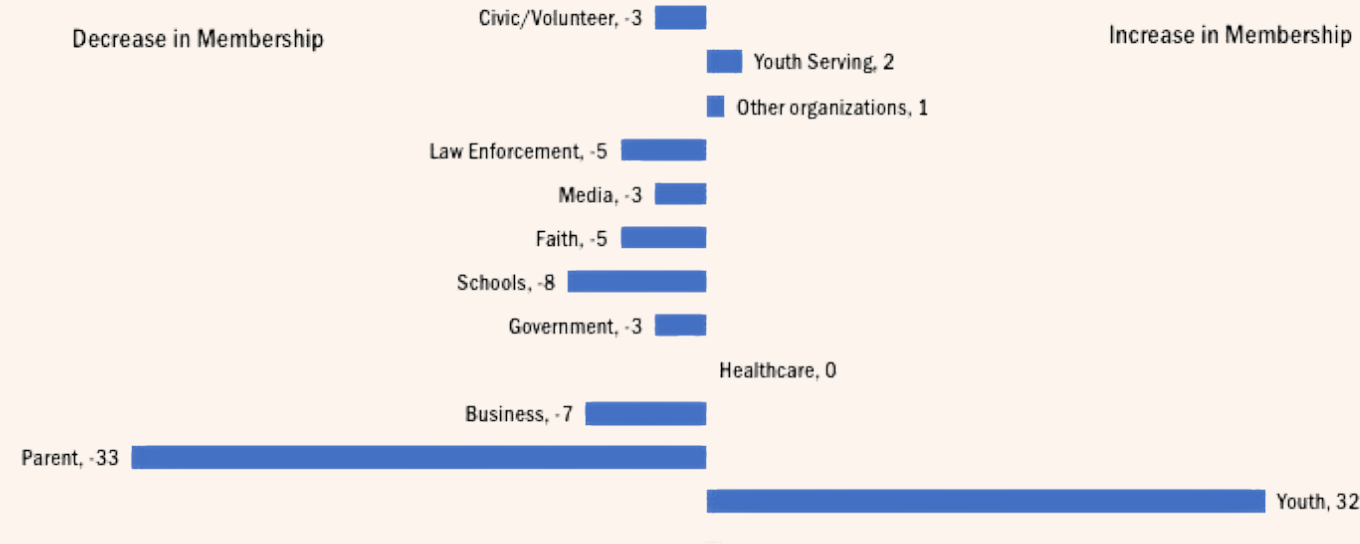
The survey responses suggested that there was some stigma among healthcare providers toward the use of medication for OUD. There were 29% of people said that MOUD substitutes one drug addiction for another. There were 14% of respondents who felt that medications were not a pathway to recovery.

In addition to the survey, Better Brodhead conducted interviews to gather more detailed information. Better Brodhead convened a work group made up of professionals from SSMHealth (Monroe Clinic) and Green County Human Services AODA Unit to develop a strategic plan to address stigma towards the use of MOUD.

EVALUATION

The pandemic continued to cause activities to be conducted virtually until Spring of 2022. Virtual Parent's Night events and a virtual Health fair were held with limited engagement. Animated video's with messaging around graduation and Pride Month were circulated. Between 2019 and 2021, there was a significant drop in sector membership involvement in a number of sectors. Youth involvement continued to increase due to the involvement of youth clubs in Brodhead and Monroe. There was no difference in Healthcare involvement.

The difference in membership between 2019 and 2021



EVALUATION

There are 4 core questions that prevention strategies are focused on:

- 30 day use of alcohol or other drugs indicates regular use.
- Risk of harm using alcohol or other drugs suggests the likelihood that youth will engage in that behavior.
- Parental disapproval influences youth to choose not to use alcohol and other drugs.
- Peer disapproval can also influence youth not to use alcohol and other drugs. Brodhead high school youth continue to report drug use at a higher rate than the Green County average. In addition, Brodhead youth report less parental disapproval than the county average.

In comparison of Brodhead high school student percentages with the overall county percentages:

- In 2021, the percentage of Brodhead high school students who report using alcohol, marijuana and vaping is higher than the county percentage. In addition, the percentage of Brodhead high school students that reported misusing prescription medication was higher than the county percentages.
- The percentage of Brodhead students who reported a moderate or great risk of harm using alcohol or other drugs was lower than the county percentages, meaning that fewer Brodhead students considered alcohol or other drug use risky.

2021 Youth Risk Behavior Survey Results		
High School Student Reported Use	Brodhead	County
30-day Alcohol	34%	20%
30-day Tobacco Use	-	3%
30-day Marijuana	16%	9%
30-day Prescription Drug	11%	5%
30-day Vaping	25%	11%

2021 Youth Risk Behavior Survey Results		
Perception of Moderate or Great Risk of Harm	Brodhead	County
Alcohol Use	81%	87%
30-day Tobacco Use	89%	93%
30-day Marijuana	80%	88%
30-day Prescription Drug	93%	95%
30-day Vaping	Not asked	

EVALUATION

- The percentage of Brodhead high school students who reported that their parents would disapprove if they used alcohol or other drugs was lower than the county percentage.
- The percentage of Brodhead high school students who reported that their peers would disapprove if they used alcohol or other drugs was lower than the county percentage.

2021 Youth Risk Behavior Survey Results		
Parental Disapproval	Brodhead	County
Alcohol Use	81%	87%
Tobacco Use	89%	93%
Marijuana Use	80%	88%
Rx Misuse	93%	95%

2021 Youth Risk Behavior Survey Results		
Peer Disapproval	Brodhead	County
Alcohol Use	65%	69%
Tobacco Use	69%	77%
Marijuana Use	58%	64%
Rx Misuse	79%	86%

A comparison of Brodhead high school students' Youth Risk Behavior Survey (YRBS) results between 2019 and 2021 reveals a decrease in use, increase in perception of risk, increase in parental and peer disapproval of use for alcohol and marijuana. Alcohol use decreased by five percentage points and marijuana use decreased by nine percentage points between 2019 and 2021. Data was not available for tobacco use in 2021, however, the perception of harm decreased for tobacco by four percentage points meaning fewer students perceived it as harmful. Prescription drug misuse increased slightly in 2021 (One percentage point).

Percentage point change between 2019 and 2021

Measure	Alcohol	Tobacco	Marijuana	Rx
30-day use	5.0%	n/a	9.0%	-1.0%
perception of risk	4.0%	-4.0%	5.0%	4.0%
perception of parental disapproval	3.0%	4.0%	8.0%	2.0%
perception of peer disapproval	11.0%	7.0%	17.0%	4.0%

EVALUATION

Better Brodhead targeted information to parents during this grant year, reaching approximately 55,568 people with yard signs, newsletters, Facebook and Snapchat ads, and Letters to the Editor. Information to parents included the Small Talks campaign and the Talk They Hear You campaign materials that provide examples of how parents can talk to their children about the dangers of drug use. In addition, an animated video on celebration alternatives for student graduation parties was created. This targeted emphasis may have contributed to the increase in parental disapproval seen in 2021.

The pandemic may also have contributed to the results. Better Brodhead will continue to track the YRBS data to identify areas that need to be addressed and to measure the impact of efforts.

Policy Changes

Positive changes in public and organizational policy are an indication that prevention efforts are having an impact on the community.

- In April 2021, Mayor Nyman proclaimed April Alcohol Awareness Month.
- In June 2021, the MOUD work group was involved a new partnership with SSMHealth and Green County Human Services in developing system changes in the treatment approach to opioid use disorder.
- In the summer of 2021, Better Brodhead established a new LGBTQ+ group to serve as advocates for the LGBTQ+ population in Green County.